

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1-32 (Canceled)

33. (New) A module for a dismountable exhibition or customer assistance system, the module characterized by comprising a base board (14), a cover lid (12), and a laminar partition wall (30) forming a vertically extending cylindrical body of at least partially elliptical cross-section extending between the base board and the cover lid; wherein the laminar partition wall (30) comprises a series of elongated wood elements (33) of regular trapezoidal cross section, arranged in side to side relation and extending vertically in use, the wood elements (33) being flexibly joined by attaching the wider of the parallel faces of the wood elements (33) to a layer of textile material (29); wherein the undersurface of said cover lid (12) has a ledge (20), and the upper surface of said base board (14) has a raised central area (32'), which has an at least partially elliptical outwardly-facing surface perpendicular to the plane of the cover lid or base board, respectively; and wherein said outwardly facing surface is provided with one part of a hook and loop type fastener (31), the other part of the hook and loop type fastener being provided as bands (32) arranged along the upper and the lower edges, respectively, of the laminar partition wall (30).

34. (New) A module according to claim 33, wherein the undersurface of said cover lid has a ledge and the upper surface of said base board has a raised central

area, which has an elliptical outwardly facing surface perpendicular to the plane of the base board.

35. (New) A module according to claim 33, further including one or more internal shelves (16), which are fixedly joined to the internal surface of the partition wall by means of a hook and loop type fastener strip, one part (31') of which is attached around the external edge of the shelf, and the other part (32) of which is fixed around the internal curved surface of the partition wall (30) of the module.

36. (New) A module according to claim 33, further including a door (8) installed by conventional means in a door opening formed between side edges of the partition wall (30) and giving access to the internal space of the module.

37. (New) A module according to any preceding claim, wherein the cover lid is elliptical or rectangular in shape.

38. (New) A module according to claim 37, wherein the cover lid is essentially flat, or is modified to receive multiple exhibiting applications.

39. (New) A module according to any of claims 33 to 36, wherein the cover lid is configured to include at least one of a reception tray for objects, a structure such as a coat rack to hang clothing, an opening to receive envelopes or similar objects, an upper access door mounted on at least one hinge, one or more socket openings configured to

receive a parasol or a mast for carrying an advertisement, an advertisement pennant or similar objects, or one or more openings intended to receive cabling for electronic equipment.

40. (New) A module for a dismountable exhibition or customer assistance system, the module characterized by comprising a base board, a cover lid, and a laminar partition wall forming a vertically extending cylindrical body of at least partially elliptical cross-section extending between the base board and the cover lid; which is a connection module adapted to allow the union of two, three or more elliptical modules according to any of claims 33 to 36, and whose laminar partition wall is of lesser height than the modules to be connected.

41. (New) A module according to claim 40, wherein the connection module is a straight or curved connecting module (17), said connection module having a cover lid (18) in elongated form that may be straight or arcuate and a base board (18') corresponding in shape to the cover lid (18), the cover lid (18) and base board (18') each being formed with two concave recesses following the same curvature as the partition wall of an elliptical module.

42. (New) A dismountable exhibition or customer assistance station system comprising one or more modules, said modules characterized by comprising a base board (14), a cover lid (12), and a laminar partition wall (30) forming a vertically extending cylindrical body of at least partially elliptical cross-section extending between

the base board and the cover lid, and one or more connection modules (17) according to claim 41.

43. (New) A dismountable exhibition or customer assistance station system according to claim 42, which is arranged in a circular formation.

44. (New) A dismountable exhibition or customer assistance station according to claim 42, which is arranged in a straight line.

45. (New) A dismountable exhibition or customer assistance station according to claim 42, which is arranged in a rectangular or oval formation.

46. (New) A module according to claim 40, wherein the connection module is adapted to allow the union of three modules, and has a cover lid (42) in substantially triangular form with concave recesses at its vertices following the same curvature as the partition wall of an elliptical module, and a base board (43) corresponding in shape to the cover lid (42).

47. (New) A dismountable exhibition or customer assistance station system comprising three or more modules, said modules characterized by comprising a base board (14), a cover lid (12), and a laminar partition wall (30) forming a vertically extending cylindrical body of at least partially elliptical cross-section extending between

the base board and the cover lid; connected by one or more connection modules (17) according to claim 46, said modules arranged in one or more "Y" formations.

48. (New) A dismountable exhibition or customer assistance station system according to any of claims 42, 43, 44, 45 or 47, wherein the partition walls of the connection modules have a vertical hook and loop type fastener strip at their side edges, which allows the detachable union of connector modules to the textile cloth which is in the exterior surface of the partition walls of elliptical modules.

49. (New) A dismountable exhibition or customer assistance station system comprising an elliptical module according to any of claims 33 to 36 and an ear module (11'), the ear module comprising a base board (14), a cover lid (9, 9'), and a laminar partition wall (11) forming a vertically-extending cylindrical body of at least partially elliptical cross-section extending between the base board and the cover lid; the height of the partition wall of the ear module being less than the height of the partition wall of the elliptical module; and the cover lid and base board of the ear module being shaped at one end (7, 6') with a recess to correspond to the external shape of the partition wall of the elliptical module.

50. (New) A dismountable exhibition or customer assistance station system according to claim 49, wherein the base board of said ear module is formed by flat, rigid narrow elements which are fixedly attached to extend along the inferior edge of said

partition wall, and a rigid bottom partition wall with its side edge area, firmly supported on the upper surface of said flat, rigid, narrow elements.

51. (New) A dismountable exhibition or customer assistance station system according to claim 50, wherein the upper edge of the vertical partition wall of the ear module is attached to the cover lid along the internal edge of a margin area that extends between the upper edge of said vertical partition wall and the exterior side edge of said cover lid.

52. (New) A dismountable exhibition or customer assistance station system according to claims 50 or 51 wherein the cover lid (9') of the ear module has a generally square shape, one of the sides being formed with a recess configured to be adapted to the end curvature of the partition wall of an elliptical module.

53. (New) A dismountable exhibition or customer assistance station system according to claim 52 comprising an elliptical module and a plurality of ear modules (11') arranged on a row extending from the elliptical module, wherein the heights of the ear modules (11') diminish as their position in said row is more remote from the elliptical module.

54. (New) A dismountable exhibition or customer assistance station system according to claim 53 comprising an elliptical module, a number of ear modules (11') arranged to extend in a first direction from the elliptical module, and a number of ear modules (11') arranged to extend in a second direction, opposite to said first direction from the elliptical module, and wherein the heights of the ear modules (11') diminish as their positions are more remote from the elliptical module

55. (New) A dismountable exhibition or customer assistance station system according to claim 54, wherein the side edges of the partition walls (11) of the ear modules have a vertical hook and loop type fastener strip at their side edges, which allows the detachable union of ear modules to the textile cloth which is on the exterior surface of the partition walls of elliptical modules.

56. (New) A module for a dismountable exhibition or customer assistance station system according to any of claims 33 to 36, wherein the cover lid, and base board or partition wall includes one or more indicator marks to assist alignment of the parts of the module during assembly.

57. (New) A module for a dismountable exhibition or customer assistance station system according to any of claims 33 to 36, further comprising an upper structure mountable to the cover lid, the upper structure comprising a frontal panel, a posterior panel, one or both of which are of transparent material, and two side panels, the upper structure further including one or more light sources in the internal space formed by the frontal, posterior and side panels which permit the illumination of an advertisement or similar object placed on one of the posterior and frontal panels.

58. (New) A module according to claim 57, wherein the front panel and the posterior panel are square or trapezoidal in form, and the side panels are triangular and are supported by the frontal and posterior panels.

59. (New) A module according to claim 58, wherein the posterior and frontal panels have a textile cloth specially adapted to receive exhibition items.

60. (New) A module according to claims 58 or 59, wherein the posterior and frontal panels have shelves located at determined distances to be able to support CD's, books or similar objects.

61. (New) A module according to claim 60, wherein the posterior, frontal and side panels have shelves totally surrounding the upper structure.

62. (New) A module according to claim 61, having an upper structure comprising one or more perforated or non-perforated trays.

63. (New) A module according to claim 57, having an upper structure comprising a central panel fitted in central vertical grooves of two side panels forming an "H" shape structure in plan view, and a plurality of shelves fitted in grooves arranged in the inner faces of the side panels to form a series of racks, the side panels also having a plurality of shelves on their outer faces.